



Alcohol Sales & Service Procedures

Responsible Official:	Vice Chancellor for Business and Administrative Services
Responsible Office:	Risk Services
Issuance Date:	4/22/2014
Effective Date:	4/22/2014
Summary:	Describes the permit procedures and clarifies requirements for selling and serving alcohol at campus events.
Scope:	This procedure applies to all faculty, staff, alumni, and third parties hosting events on University property.

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I. REFERENCES AND RESOURCES

California State Law

Department of Alcoholic Beverage Control:

- [Information on Daily On-Sale General Licenses](#)
- [Daily License Application/Authorization](#)

University of California Policies:

- [University of California Policy on Substance Abuse](#)
- [Regulations Governing Conduct of Non-Affiliates in the Buildings and on the Grounds of the University of California](#)
- [Expenditures for Business Meetings, Entertainment and Other Expenses](#)
- [Delegation of Authority, DA 095 – Authority to Approve the Serving of Alcoholic Beverages](#)

The UC Merced Chancellor is responsible for implementing the Alcohol Sales & Service Procedures and delegating authority for procedure administration and compliance.

II. SUMMARY

The goal of these procedures is to ensure prudent and safe use of alcoholic beverages in compliance with State laws and UC policy. Its philosophy is in keeping with the University's Code of Conduct principles of respectful behavior and civility as well as the educational mission to promote responsible behavior with regards to the service and consumption of alcoholic beverages.

Those who consume alcohol should have an understanding of the consequences and those who serve alcoholic beverages at University functions or in University facilities must be provided with an adequate understanding of alcohol and the issues that surround its use as well as a clear understanding of their responsibilities and liabilities.

The University requires that individuals and groups choosing to offer alcoholic beverages at their programs and events operate within state and local laws and within applicable University policies and regulations, and comply with responsible hosting guidelines, as outlined in this procedure.

1. This procedure applies to all events held on University properties (owned or leased), and events held off premises when directed, managed or supervised by the University. This procedure also applies to all private events sponsored by non-campus groups held on University properties (owned or leased).
2. Alcohol policy and procedures for students, student governments, and registered student organizations are separate from this procedure and are described in Chapter X of the [UC Merced Student Handbook](#).

Possession and consumption of alcoholic beverages in individual residences on University premises is controlled by the [Housing and Residence Life Handbook](#).

3. Off campus events held in private facilities or residences which are primarily social in nature and hosted by University faculty, administration or staff and which are not paid for with University funds are not considered to be a University sponsored event.

III. DEFINITIONS

Alcohol Beverages: any consumed beverage which has alcohol content. This would include, but not be limited to, all forms of beer, wine, wine coolers, and distilled beverages.

Campus: University facilities, buildings and grounds owned or leased

Employee: a person who holds a university staff or academic appointment. This includes student employees and work-study students who work at the University.

Event Sponsor Representative: The designated person with on-site authority during the event.

Event Sponsor: The top tier individual with signature authority who accepts responsibility for planning, organizing, executing and expending funds for the event; confirms safety and security risk concerns are addressed; and ensures all applicable laws and university regulations and policies are followed. The sponsor is responsible for ensuring required approvals are obtained and documented.

Student: an individual for whom the University maintains student records and who: (a) is enrolled in or registered with an academic program of the University; (b) has completed the immediately preceding term, is not presently enrolled, and is eligible for re-enrollment; or (c) is on an approved educational leave or other approved leave status or is on filing-fee status.

IV. PROCEDURES

A. GENERAL CONDITIONS

1. Individuals of legal drinking age (21 years old or older) may determine for themselves whether or not to consume alcohol in accordance with University policy.
2. Individuals under the age of 21 years old are not to possess or consume alcoholic beverages on campus.

3. The possession and consumption of alcoholic beverages is permitted at sponsored events for which a UC Merced Permit to Serve Alcoholic Beverages (“Permit”) has been approved and only in the area specifically designated on the Permit.
4. The event sponsor and the party holding the alcohol license and/or serving alcohol are responsible for compliance with applicable laws, regulations, UC policies, and this procedure, including obtaining a Permit.

B. PERMIT PROCEDURES AND FORM

1. All events that include the sale, service or consumption of alcoholic beverages must be approved using the UC Merced Permit to Serve Alcoholic Beverages form (Attachment I).
2. Sponsors of any event or gathering where alcohol is sold, served, or consumed are responsible for obtaining a Permit. The presence of alcohol at the event must be supported by a business justification for the purpose of alcohol.
3. A Permit shall be submitted to the appropriate Permit approval authority at least fifteen working days before the event.
4. Permits shall be approved only after the approval of a facilities reservation request through the designated facility coordinator for that venue. In the case of third party-sponsored events, a [Facility Use Agreement](#) must be issued.
5. The Permit to Serve Alcoholic Beverages must be approved by the Chancellor of UC Merced, or, per [Campus Delegation of Authority 095](#), by one of the following designees (for events on or off University premises and sponsored by their units):
 - a. Executive Vice Chancellor & Provost
 - b. Vice Chancellor for Student Affairs
 - c. Vice Chancellor for Development & Alumni Relations

d. Vice Chancellor for Business and Administrative Services

In addition, the Vice Chancellor for Business and Administrative Services may approve a Permit if any of the other designees listed above is not available, as well as events sponsored by non-UC persons or groups.

6. The [UC Merced Police Department](#) is responsible for signing the Permit to signify that the Chief of Police or designee has evaluated the event risks and determined any special need for security.
7. The event sponsor shall ensure that the approved permit is available at the event for inspection by any appropriate University Official.

C. PURCHASING ALCOHOL

1. The University cannot expend federal or state funds on alcohol. Local government contract and grant funds may be used for alcohol only as specifically authorized in the contract or grant budget or by agency policy, and only to the extent and for the purpose so authorized
2. Alcohol can be purchased from a vendor on the pre-approved caterers list or any retail business licensed to sell alcohol.

D. SALE AND SERVICE OF ALCOHOL

1. The California Constitution prohibits the University of California from applying for or obtaining a liquor license to sell alcoholic beverages. This prohibition includes UC Merced Alumni and Support Groups. If alcoholic beverages are to be sold at a University sponsored event, the event sponsor must select a vendor from the pre-approved caterers list who has or can obtain either a liquor license or a one-day permit to sell alcohol from the Department of Alcohol Beverage Control (ABC).
2. Non-state affiliated groups may obtain a one-day permit to sell alcohol from the ABC.

3. Exchanging any consideration for alcoholic beverage service constitutes a sale.
“Consideration” includes money, tickets, token or chits that have been issued in exchange for money or anything else of value.
4. The imposition of a uniform per person admission charge for the event does not constitute a sale, provided the admission ticket or other evidence of payment is not exchangeable for alcoholic beverages.
5. The price of alcohol sold at university approved events shall not be at a level to encourage excessive alcohol consumption.
6. Donated alcohol may not be sold unless all other regulations pertaining to the sale of alcohol are complied with.
7. The UC Merced Chief of Police serves as the campus liaison with the State of California Alcoholic Beverage Control Board.
8. Monitoring and serving of alcohol shall be under the direct supervision of Campus Dining Services or an approved and insured caterer.
9. Servers must be 21 years of age or older and shall not consume alcohol themselves during the event. Servers must be trained on safe alcohol service (know how to recognize signs of intoxication, when to refuse service, understand the concept of vicarious liability, and how to calculate a drink’s alcohol content (e.g. 1 12 oz. beer = 1 5 oz. ounce glass of wine.))
10. Persons who, in the judgment of the server and/or event sponsor, are obviously intoxicated shall not be sold, served, or given an alcoholic beverage.

E. EVENT HEALTH, SAFETY, AND RESPONSIBILITY

1. The event sponsor is responsible for ensuring that all activities at which alcohol is to be present are planned and conducted in a manner that minimizes any risk to the health and safety of attendees.

2. The event sponsor's representative must be 21 years of age or older, must be present at all times during the event, and cannot consume alcohol during the event.
3. University Police have the authority to shut down an event should they determine that to continue the event would place the welfare and/or safety of attendees or other persons at immediate risk of serious injury or death or the risk of significant damage to university property.
4. Consumption of alcoholic beverages with a Permit shall occur only in approved enclosed or inside area specified on the Permit. Exterior service area must be clearly defined.
5. Alcohol service is normally limited to the following days and times:
 - a. After 5:00 p.m. on weekdays.
 - b. Noon hour on weekdays when accompanied by a luncheon.
 - c. After 12:00 noon on Saturdays, Sundays, or administrative holidays.
 - d. Up to four hours of serving. Exceptions may be considered if the event consists of several distinct components (e.g., reception, meal, and presentations).
 - e. Sponsors are encouraged to close the consumption of alcohol at least thirty minutes prior to the scheduled ending time of the event. Lakeside Catering will stop serving alcohol 30 minutes prior to the posted event end time.
6. Individuals may not bring their own alcoholic beverages for consumption to any function.
7. Attendance shall be limited to members of the sponsoring group and their invited guests.
8. Event sponsor representatives are responsible to ensure that all person being served alcoholic beverages are at least 21 years of age, whether or not a licensed bartender, server or caterer is on site. In order for alcohol to be served to an individual, a valid picture I.D. may be required to be presented to the appropriate event sponsor personnel.

9. In order to identify persons that are not of age to drink alcohol, a secure system (i.e. wrist bands, hand stamps, fencing) shall be used at large events where under-aged persons may be present and alcohol is served. The Permit Approval Authority and/or the Chief of Police will designate the need for a secure system on the Permit form. In the event Lakeside Catering is providing alcohol service, the campus I.C.E. attendance system can be used to confirm attendee is over 21 years of age (applies to guest with a valid UC Merced CatCard).
10. Kegs, beer balls, and other common source containers as well as devices designed for the rapid consumption of alcohol (e.g., beer bong, funnels, etc.) are prohibited.
11. The event shall not be advertised or held out to the public or University community as an event where alcoholic beverages are to be served.
12. Suitable food and non-alcoholic beverages must be available when alcoholic beverages are served. Non-alcoholic beverages shall be of comparable quality and price, and shall be featured as prominently as the alcoholic beverages.
13. No event shall include any form of “drinking contest”, “drinking games” or any activity that encourages the rapid consumption of alcohol in its activities or promotion.

F. ALCOHOLIC BEVERAGE MARKETING FOR EVENTS

1. The name of a beverage alcohol manufacturer may not be connected to the name of the event or program itself but it may be listed as a sponsor of the event.
2. Event marketing and advertising sponsored by an alcohol manufacturer should not encourage alcohol abuse. Nor should it portray alcohol use as a solution to personal or academic problems or necessary to social, sexual, athletic or academic success. As well, it may also not associate alcohol with the performance of tasks that require skilled reactions such as operation of motor vehicles.
3. All alcoholic beverage companies listed as sponsors of an event may not represent more than 25% of the advertising space with their logo, company name or trademark.

4. At events sponsored by alcohol manufacturers there should be an educational or responsible drinking message and the advertisement should in no way imply that alcohol is the main focus of the event.
5. Alcoholic beverages should not be provided as free incentives or awards to students or campus organizations. Where controlled sampling is allowed by law and an approved Permit, it should be limited in time and quantity.
6. The University's seal and/or logo shall not be used on any material containing reference to an alcohol manufacturer/distributor.

G. LIABILITY

Individuals and sponsoring organizations should be aware of potential personal liability and legal consequences should: 1) a person who consumed alcoholic beverages provided at an event, be involved in an accident resulting in property damage, personal injury and/or death; or 2) If there is a violation of University process for approving alcohol service, University policy or federal, state or local laws.

V. CAMPUS RESOURCES

For questions about this procedure contact the following offices:

Subject	Contact	Phone	Email
Primary Contact for this Procedure	Risk Services	228-4763	riskservices@ucmerced.edu
Purchase of Alcoholic Beverages	Procurement Services	228-4070	purchasing@ucmerced.edu
Event Security	Public Safety	228-8273	police@ucmerced.edu
Event Insurance	Risk Services	228-4763	riskservices@ucmerced.edu
Alcoholic Beverage Donations	Development & Alumni Relations	228-2923	lpollard@ucmerced.edu